

SOCIAL MEDIA BIO INTRO

Key sections in your bio & breakdown for Facebook,
LinkedIn, and Instagram (elevator pitch)

DOES MY BIO ACTUALLY MATTER? YES! YOUR BIO IS THE 1ST THING YOUR AUDIENCE SEES BEFORE DECIDING TO FOLLOW, UNFOLLOW OR BUY FROM YOU! BEFORE WE DIVE INTO EACH SECTION OF YOUR BIO, REMEMBER THAT COPYWRITING IS EVERYTHING! POSITION YOURSELF AS SOMEONE WHO CAN SOLVE YOUR TARGET CLIENT'S PROBLEM INSTEAD OF TALKING ABOUT YOURSELF. SALE THE PROBLEM THEY'RE HAVING AND YOU'LL SEE MORE WEBSITE CLICKS/LINK CLICKS. ALRIGHT LET'S DIVE IN.

YOUR INSTAGRAM NAME AND BIO ARE TWO DIFFERENT ENTITIES. THE NAME LOCATED ON YOUR PROFILE IN BOLD BLACK LETTERS IS YOUR IG NAME. INSTEAD OF USING YOUR REAL NAME TRY USING A KEYWORD THAT YOUR IDEAL CLIENT WILL USE TO FIND YOU OR YOUR COMPETITION. AN INSTAGRAM HANDLE SHOULD BE SIMPLE, SWEET AND EASY TO IDENTIFY. THIS SHOULD BE YOUR BRAND OR COMPANY NAME.

LOCATION TAGGING AND HASHTAGS WORK WONDERS TO GET YOUR PROFILE NOTICED BY THE RIGHT PEOPLE! SWITCH IT UP AND SEE WHICH HASHTAGS WORK BEST FOR YOUR BIO THROUGHOUT THE YEAR. TAG YOUR CITY AND STATE TO ALERT YOUR AUDIENCE TO WHERE YOU ARE. AFTER ALL, THEY WANT TO CONNECT WITH YOU!

THE BODY OF YOUR BIO SHOULD BE FOCUSED ON ONE THING: YOUR CUSTOMER! AVOID LISTING YOUR CREDENTIALS AND MAKE YOUR BIO ALL ABOUT THEM AND WHAT YOU CAN DO TO ASSIST THEM.

BONUS TIPS: USING EMOJIS BREAKS UP TEXT AND SHOWS YOUR AUDIENCE THAT THEY NEED TO READ YOUR BIO ASAP! JUST AVOID GOING OVERBOARD. 1-3 WILL DO THE TRICK!

YOU HAVE TO KEEP A LINK IN YOUR BIO: THE BEST BET IS TO USE A LANDING PAGE SOFTWARE OR A TOOL LIKE LINKTREE WHICH ALLOWS YOUR AUDIENCE TO HAVE A CHOICE ON THE WAY THEY WANT TO CONNECT WITH YOU [BLOG, EMAIL LIST, PHONE CALL, CONTACT PAGE, FREE RESOURCE ETC...]